

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT RESEARCH, INC.

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Product C.A.A.

Your Basic cigarette idea: Double-Aged Tobacco; only 6 mg tar.



Double-Aging allows
new Basic to take tar out
but keep flavor in.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves

are allowed to enrich themselves until they're actually *too full-flavored for today's smoker*.

But it's important to start with all that flavor.

Why? So when you take out tar — take it all the way down to 6 mg — you'll still have plenty of flavor left.

That's the Basic idea. Flavor. With only 6 mg tar.



Your Basic brother
"This one makes him longer
of the other low-tar cigarettes."

Get down to Basics.

Double-Aged Tobacco. Only 6 mg tar.

Also Available in 100's.

Kings, 9 mg "tar," 0.9 mg nicotine av.
100's, 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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